

# Reforming Utah's License Plate Program

Presentation to the Transportation Interim Committee

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# Utah's License Plate Program

- Standard Issue License Plates
  - 3 currently available, 4 discontinued but still in circulation
- Special License Plates
  - Support Special Group 40 currently available, 4 discontinued
  - Recognition Special Group 10 currently available, 1 discontinued
  - Honor Special Group 10 currently available
  - Unique Special Group 3 currently available, 1 discontinued
  - Approved but not in circulation 11
- Fundraising from Current Special Plates
  - **No revenue** 19
  - State Agency 17
  - Higher Ed 12 (8 public, 4 private)
  - Indirect Payment 11
  - Direct Payment 4
  - Range \$120 to \$530,000 per year. Median: \$18,500

# Problems with the License Plate Program

- Proliferation of plates - Dilutes identification and is inefficient to administer
  - 66 plate options available for purchase + 10 plates discontinued but still in circulation
  - 41% of Special Group Plates have fewer than 500 holders (30% have fewer than 100)
  - **Benchmark:** 3 current standard issue plates average **1.1 million** holders
- Lack of uniform standards to guide use of special license plates
- Inefficient approval process is burdensome and wastes legislative resources
  - Past 5 General Sessions saw an average of 9.6 bills and substitutes dealing with license plates
- Process does not create equal opportunities for nonprofits
- Donations are handled and disbursed inconsistently

Special Group	Currently Available	Fewer than 500	Fewer than 100
Support Group	40	13	7
Recognition Group	10	5	5
Honor Group	10	7	6
Unique Group	3	1	1

# Proposed Objectives for Draft Legislation

1. Simplify process for approving and discontinuing specialty license plate designs so that it is transparent, objective, and fair
2. Minimize the need for legislative resources. We could empower DMV to administer a simplified specialty plate program with objective criteria.
  - a) DMV can apply new objective standards
  - b) Legislature would still oversee the “big picture”
3. Establish clear process for managing *standard* license plate designs
  - a) Balance desire for distinctive plates with the need for non-proliferation

# Efforts To Date

- Consulted with key executive branch agencies and nonprofit stakeholders to determine process challenges
- Evaluated data on Utah's active and inactive license plates
- Researched license plate programs in other states

# Proposed Next Steps

- Recruit committee members to collaborate on the issue and draft legislation
- Open committee bill file
- Discuss project update and draft legislation at future interim meeting